Caffeine Consumption: Natural vs. Not

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Beverages Studied:

- Soft drinks (including energy drinks)
- Energy Drinks alone
- Coffee and Tea
- Coffee alone

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Coffee Consumed More Frequently With More Caffeine (NHANES 2003-2004 and NHANES III)

Drinks Containing Caffeine	Arithmetic mean frequency of typical consumption (EO/day)	Geometric mean frequency of typical consumption (EO/day)	Mean caffeine intake per eating occasion (mg/EO)
Soft drinks (including energy drinks)	1.1	0.67	46.5
Energy drinks	1.1	0.67	85.5
Coffee and tea	1.7	0.91	128.4
Coffee	1.5	0.83	153.7

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Caffeine Intake More Than 3X Greater from Coffee/Tea For Women 15-44 years (NHANES)

	Usual caffeine intake (mg/day)	
Drinks Containing Caffeine	**Arithmetic Mean**	**Geometric Mean**
Soft drinks (including energy drinks)	**53.5**	**25.6**
Energy drinks	**97.8**	**40.4**
Coffee and tea	**218**	**85.9**
Coffee	**236**	**94.5**
Total (coffee, tea, soft drinks and energy drinks)	**237**	**108**

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Caffeine Intake More Than 3X Greater from Coffee/Tea For Women 15-44 years (eSIP)

	Usual caffeine intake (mg/day)	
Drinks Containing Caffeine	**Arithmetic average**	**Geometric Mean**
Soft drinks	**37.4**	**20.9**
Energy drinks	**29.7**	**19.4**
Coffee and tea	**108**	**65.7**
Coffee	**122**	**75.9**

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Impact of warning on consumer exposure

- Confusing to warn about products with 1/3 the caffeine intake of “acceptable” products
- Warnings on soft drinks – if heeded– would likely result in increased consumer exposures as they switch to non-labeled beverages such as coffee and tea
- Counter to sensible public policy

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